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## ECOLINGUISTIC REVIEW OF THE INTERNET LINGUOCYNICISMS

### ЕКОЛІНГВІСТИЧНИЙ ОГЛЯД ІНТЕРНЕТ-ЛІНГВОЦІНІЗМІВ

**The purpose.** The purpose of the article is to study of the impact of Internet communication on the language behaviour of users, the identification of specific linguistic changes and their shades in this environment, as well as the analyse the ecological consequences of these phenomena.

**Methodology.** The research is based on the use of the ecolinguistic approach, which combines the methods of linguistics, ecology and cultural studies. Methods of analysis include descriptive analysis of language means, content analysis of Internet resources, as well as observation of the language practice of users. The use of a multi-method approach allows readers to get a comprehensive picture of the phenomenon of linguistics on the Internet. Methods such as analysis and synthesis of literature on the research problem, web scraping, analysis of social networks, discourse and content analysis were also used in the research.

**Scientific novelty.** The article reveals a new aspect of language learning in the context of the modern digital environment. The study reveals unique linguistic features that occur online, such as language abbreviations, the use of emojis, and other forms of non-standard communication. The impact of these phenomena on language culture and ways of expressing thoughts and feelings is analyzed. The article analyzes for the first time the interaction between language practice in the online environment and the natural environment, highlighting the impact of the Internet language on the language ecosystem and cultural landscape in general.

Changes in the presentation of language units to the public can be clearly traced through the ecolinguistic prism. In addition, language clogging is traced and ways to overcome linguocynicisms are provided.

**Conclusions.** The results of the study indicate that the Internet significantly affects the evolution of language, creating new linguistic realities and changing the ways of communication. Awareness of these changes is important for the further development of linguistics and society as a whole. Investigating the ecolinguistic aspects of Internet linguocynicisms can be an important contribution to understanding the interaction between language, culture, and technology.

**Keywords:** ecolinguistics, internet linguocynicisms, language ecology, language ecosystem, online environment.

**Мета.** Метою статті є дослідження впливу інтернет-комунікації на мовну поведінку користувачів, виявлення специфічних лінгвістичних змін та їх відтінків у цьому середовищі, а також аналіз екологічних наслідків цих явищ.

**Методологія.** Дослідження ґрунтується на використанні еколінгвістичного підходу, який поєднує методи лінгвістики, екології та культурології. Методи аналізу включають описовий аналіз мовних засобів, контент-аналіз інтернет-ресурсів, а також спостереження за мовною практикою користувачів. Використання мульти-методного підходу дозволяє отримати комплексне уявлення про явище лінгвоцинізмів в інтернеті. У роботі також були використані такі методи, як-от: аналіз та узагальнення літератури стосовно проблеми дослідження, веб-скрейпінг, аналіз соціальних мереж, дискурс- та контент-аналіз.

**Наукова новизна.** Стаття розкриває новий аспект вивчення мови в контексті сучасного цифрового середовища. Дослідження виявляє унікальні лінгвістичні особливості, що виникають у мережі, зокрема мовна скороченість, використання емодзі та інші форми нестандартної комунікації. Аналізується вплив цих явищ на мовну культуру та способи вираження думок та почуттів. У статті вперше аналізується взаємодія між мовною практикою в онлайн-середовищі та природним оточенням, висвітлюючи вплив інтернет-мови на мовну екосистему та культурний ландшафт загалом.

Крізь еколінгвістичну призму чітко простежуються зміни у поданні мовних одиниць на публіку. Окрім того, виявляється засміченість мови та надано рекомендації щодо шляхів подолання лінгвоцинізмів.

**Висновки.** Результати дослідження свідчать, що інтернет значно впливає на еволюцію мови, створюючи нові лінгвістичні реалії та змінюючи способи комунікації. Розуміння цих змін є важливим для подальшого розвитку мовознавства та суспільства в цілому. Дослідження еколінгвістичних аспектів інтернет-лінгвоцинізмів може стати важливим внеском у розуміння взаємодії між мовою, культурою та технологіями.

**Ключові слова:** еколінгвістика, інтернет-лінгвоцизми, онлайн середовище, мовна екосистема, екологія мови.

### **The general formulation of the problem and its connection with important scientific or practical tasks.**

The Internet is an important part of interpersonal interaction in modern society, which has given rise to a new communicative environment. In today's world, the Internet is an integral part of everyday life, providing us with a wide range of opportunities for communication, work, study and entertainment. However, along with positive aspects, the network environment creates new challenges, one of which is the phenomenon of linguocynicisms. The emergence of the Internet has had a revolutionary impact on language, as today there are already reasons to talk about a clear design of the third form of speech – intermediate between oral and written speech, where the boundaries of not only literary norms, but also ethical and aesthetic principles and social principles are blurred. Scientists note that there is a transformation of the linguistic personality and the organization of new principles of network communication, when the Internet has turned into a powerful means of communication that eliminates time, space, gender, social and other limitations and becomes an integral part of the evolution of civilization. Linguocynicisms are negative

language manifestations that include offensive, discriminatory and aggressive expressions emerged due to the Internet. They are a significant problem that affects both the individual and societal levels. In connection with the rapid development of Internet communication, the selection and study of the peculiarities of Internet discourse and its influence on the process of interpersonal interaction and the ecology of language is becoming relevant in the system of humanitarian knowledge. Ecolinguistics, as a science of the interaction of language and the environment, provides a unique perspective for the analysis of these phenomena.

**The analysis of basic research and publications on the problem.** A special type of language – the language of virtual communication began to attract the attention of scientists at the end of the 20th – at the beginning of the 21st century. Works aimed at a comprehensive study of language phenomena and social context (Matsko L., Kalyta O. and Povoroznyuk S. (2015); Ovsienko L. (2017) and normative issues became a significant basis for the study of Internet discourse from the standpoint of ecolinguistics speech etiquette in virtual communication (Voyetsekhivska N. (2014). Research on Internet communication

was carried out in linguistic-cultural and cognitive-pragmatic aspects (Kompantseva L. (2007), taking into account gender characteristics (Yakhontova T. (2009), as well as studying the specifics of the lexical variety of virtual communication (Shkvorchenko N. (2019), linguistic and gender features (Selivanova O. (2010) of Internet discourse, its genre formats (Holub N. (2008) and language design (Taranenko O. (2002).

**The purpose of the article.** The purpose of the study is to expand the concept of linguocynicisms, to highlight the nature, causes and consequences of this phenomenon within the Internet discourse in particular and the ecology of language in general.

**The coverage of the procedure of theoretical and methodological research.**

The following research methods were used to achieve the goal: analysis and synthesis of literature on the research problem, web scraping, analysis of social networks, discourse and content analysis. Discourse analysis included the analysis of texts from social networks, forums, and blogs for determining the types and characteristics of Internet linguocynicisms. The content analysis aimed at quantitative and qualitative analysis of the collected data to identify the frequency and prevalence of Internet linguocynicisms.

The procedure of theoretical and methodological research included data collection and analysis. A collection of texts from various Internet platforms (social networks, forums, blogs) was carried out for the analysis of Internet linguocynicisms. Analyzing the collected data using the selected methods made it possible to identify key trends and regularities in the use of Internet linguocynicisms.

**The presentation of the basic material of the research with the obtained scientific results grounding.**

The concept of discourse is one of the key concepts for modern linguistic science. According to O. Selivanova (2010), in linguistics of the 21st century the following meanings of the term «discourse» are mostly used: 1) text, statements immersed in a specific socio-cultural situation; 2) a communicative situation that integrates the text with its other constituent parts, «situation of utterance», which, along with the text, means the subject of the utterance; 3) the interpretation arising from the position of the French semiotic tradition about the identity of discourse with speech, mainly oral; 4) type of discursive practice (p. 36).

One of the types of discourse is Internet discourse, which is characterized by semantic and pragmatic coherence, endowed with the communicative initiative of the addressee and the ability of the addressee to respond to

statements that direct and regulate their selection of communicative strategies and tactics adequate for a specific situation. Internet discourse is a type of computer communication, which is considered as a means of implementing virtual communication. Internet discourse as a type of communication has inherent features that distinguish it from all other types of discourse. Following L. Ovsienko (2017), we include the following constitutive signs: 1) electronic signal as a communication channel; 2) virtuality; 3) remoteness, that is, remoteness in space and time; 4) mediation by technical means; 5) a high degree of permeability, since any person can become a listener, accomplice or participant in Internet discourse; 6) presence of hypertext; 7) creolization, i.e. the presence of literal, visual-visual and visual-auditory components (pictures, audio and video inserts) in the texts; 8) predominantly status equality of participants; 9) transfer of emotions, facial expressions, feelings using «emoticons»; 10) a combination of different types of discourse; 11) specific ethics (p. 187).

The Internet is a synthesis of the ideas of virtuality, hypertext and social media. Among the genres of Internet discourse, L. Kompantseva (2007) distinguishes: 1) forums; 2) computer conferences (live broadcast on the Instagram network, ZOOM call, streaming video on YouTube, etc.); 3) Internet news; 4) blogs; 5) Internet diaries (posts on social networks); 6) correspondence in private messages (text and with the possibility to record audio or video messages) (p. 16).

Depending on the purpose and genre of Internet communication, Internet discourse can combine different types of discourse: political, pedagogical, scientific, advertising, etc. The absence of any ethical restrictions within Internet communication causes a widespread expression of cynicism in the speech of Internet users.

Researchers who take care of the language problems of Internet discourse, as well as analyze the current ecological situation in language, single out the following negative trends of Internet communication: jargonization, primitivization, de-semanticization, linguistic aggression, frequent use of linguocynicisms, stylistic decline and general deformation of the communicative sphere of interpersonal Internet communication. Scientists constantly emphasize that the modern language is the language of enmity, hatred, violence and dehumanization. Value changes in society cause the transformation of the semantics of words, which is associated with a change in their valence bonds and the possibility of use in different contexts (Matsko et al., 2015, p. 186). A large number of words in



the Ukrainian language with a neutral meaning acquire a humiliating and mocking semantics, which within the framework of ecolinguistics is called «linguocynicism». Linguocynicisms are quite a dangerous phenomenon for modern society, as it threatens the language and the ecology of communication, and directly affects human consciousness.

The concept of cynicism in speech arose from the general trend of vulgarization of speech, by which we understand the fascination of speakers with the use of non-literary vocabulary (colloquial speech, slang, jargon, slang, obscene vocabulary, vulgarisms, etc.). By vulgarizing the speech, we understand the use of such words and expressions that, in general, make speech rude, unpleasant for perception, dirty from the point of view of linguistic ecology. According to O. Taranenko (2002), the language portrait of a contemporary man is characterized by the following features: 1) mass saturation of the text with reduced and substandard units as a manifestation of linguistic looseness and bravado; 2) the stylistics of parody, ironic mockery of what has so far been customary to talk about, if not respectfully, then at least in a stylistically neutral tone (p. 37). As N. Voitsehivska (2014) notes in her monograph, the penetration of jargonisms into the sphere of public communication and media space leads to degradation and inferiority, since most jargon units convey a cynical view of the world (p. 17). Cynicism is an openly contemptuous, defiant attitude to generally accepted norms of morality, ethics, to anything that enjoys universal recognition and respect. Vulgarisms and obscenities, which are the violation not only of the ethical and speech norm, but also of the ecological nature of communication in general, in the appropriate context become linguocynicisms.

At first, linguocynicisms meant words and expressions that reflected the psychology of technocratism and the inhumanity of social thinking, for example, win back from nature, human unit, slave force, etc. Now, linguocynicisms are understood as words, language turns and statements that reflect the cynicism of individual and group thinking (worldview) (Taranenko, 2002, p. 35). The term cynicism can be defined as a special attitude towards the environment and life in general, an attitude that consciously or unconsciously demonstrates a lack of orientation to moral norms, and often a deliberate violation of them. In the Ukrainian language Dictionary linguocynicisms are defined as words that reflects the inhumanity of social thinking and causes a negative ethical reaction (Bilodid, 1980).

Linguocynicisms can also be treated as language units that carry a negative expression,

offensive or discriminatory statements. They can manifest themselves in the form of direct insults, sarcasm, bullying, as well as more veiled forms of negative statements. In the context of the Internet, linguocynicisms spread faster and more widely due to anonymity and lack of direct contact between communicators.

Linguocynicisms represent a negatively marked axiological component of mass culture and are understood as words and expressions that reflect a demonstratively contemptuous attitude towards something. These units of the language system express a humiliating, superior, mocking attitude towards what constitutes at least some generally accepted value (universal, national, corporate, personal).

Linguocynicisms can be classified according to various criteria. In particular, according to the target audience, they are divided into: Personal linguistics cynicisms: aimed at individual individuals. Group linguistics cynicisms: aimed at social, ethnic, religious or other groups. According to the form of expression, the following are distinguished: Direct linguistics cynicisms: explicit insults and aggressive statements. Veiled linguistics cynicisms: sarcasm, irony, mockery (Selivanova, 2010, p. 58).

We support the idea by N. Shkvorchenko (2019) that there are several reasons for the emergence of linguocynicisms on the Internet. The main reasons are: Anonymity: one of the main reasons for the spread of linguocynicisms on the Internet is anonymity. Users can express themselves without fear of consequences, which often leads to decreased self-control and increased aggression. Anonymity allows people to say things they would never say face to face. Absence of non-verbal signals: Internet communication is characterized by the absence of non-verbal signals, such as gestures, facial expressions, and intonation. This makes it difficult to interpret the interlocutor's intentions and can lead to misunderstandings and conflicts. Misinterpreted messages often become the source of linguistics cynicisms. Social Media and Algorithms: social media algorithms promote the spread of content that evokes strong emotions, particularly negative ones. This encourages users to create and share linguistics cynicisms. Social platforms often highlight controversial topics to increase user engagement (Shkvorchenko, 2019, p. 69).

N. Holub (2008) suggests that linguocynicisms create a toxic environment in which users avoid participating in discussions for fear of being attacked. This leads to a decrease in the quality of communication and limits freedom of expression. Constructive dialogue becomes impossible in an environment saturated with linguistics. Constant exposure to linguo-

cynicisms content can negatively affect the mental health of users, contributing to the development of anxiety, depression and other psycho-emotional disorders. Victims of online linguocynicisms often suffer from low self-esteem and social isolation. Linguocynicisms contribute to the polarization of society, creating enmity between different groups of people and intensifying existing conflicts (Holub, 2008, p.309). This complicates dialogue and reaching consensus in society, increasing the level of social tension. Linguocynicisms are peculiar indicators of new value orientations that contradict the traditional ones. The genre of Internet news, where accidents, violations, crimes or disasters are reported with undisguised irony and cynicism, seems to be the most saturated with linguocynicisms.

In Internet news, cynicism is expressed in the mocking taste of obscenities, playful presentation of tragic information, for example. A detailed description of the techniques of

murder and suicide, details of terrorist attacks, catastrophes, natural disasters, and accidents is popular today. Instead of a neutral presentation of the facts, there is blasphemy in definitions, descriptions, assessments; artificial instillation of fear or unhealthy curiosity; cultivation of reduced forms of speech (Shkvorchenko, 2019, p. 62).

The titles of the publications are saturated with linguocynicisms of various levels. Advertisements on the Internet based on analogies with socially unacceptable phenomena violate the ecology of language and the ethical norms of society: drug addiction, cruelty.

Linguocynicisms arise and are fixed according to certain phenomena of modern society. One of the most revealing trends of cynicism in Internet discourse is the description of society's attitude towards women. Gender stereotypes of the distribution of «male» and «female» responsibilities are presented in the Internet advertisement.

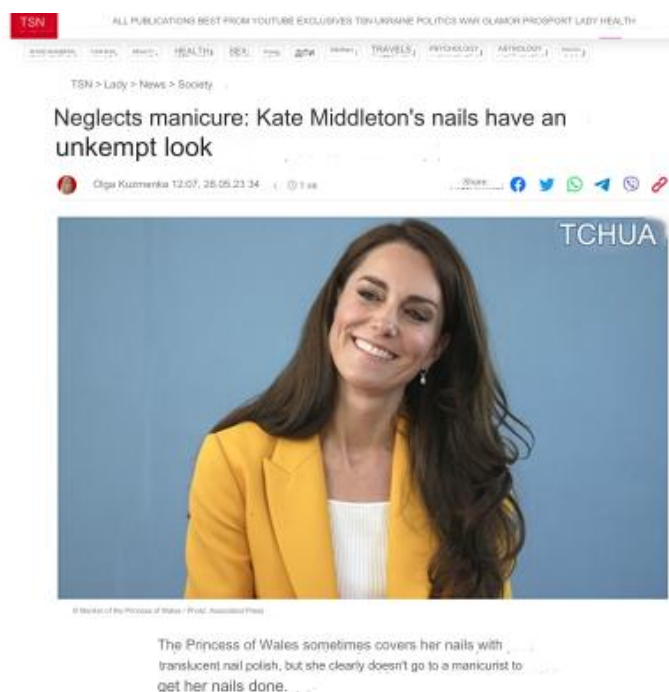


Fig. 1. Example of gender linguocynicism on the Internet

This article uses linguocynicisms that are incompatible. These statements affect the purity of language. The public should not verbally abuse other people. This phenomenon clogs the language and lowers the culture.

The anecdotal relationship between the son-in-law and the mother-in-law is usually described in the advertisement expresses hidden aggression and cultivates manifestations of violence. Even the popular names of women on the Instagram social network, strong and independent or happy wife and mother, have long since ceased to be used as positively

marked, but have acquired the status of linguocynicisms. Consequently, Ukrainian society has begun to lose such value orientations as motherhood or a woman's independence, because the given definitions are perceived only as insults (Ovsienko, 2017, p. 188).

Linguocynicisms are manifested not only in the discrimination of women in society – Internet users actively abuse national themes, attaching a profitable advertising image to a certain nation. Not only words, phrases or sentences can be cynical, but a whole micro-context containing a description of a situation

that goes beyond the ethical and aesthetic norm. Indirect implementation of cynicism in language can be facilitated by receiving a hint of an ethically taboo situation. In order to express cynicism in language, the value of the context (physical, social, historical, etc.) comes first, which is much wider than the language environment itself. Linguocynicisms create «toxic» zones on the Internet, where constructive dialogue is difficult. This leads to a decrease in the quality of communication and the formation of a hostile language environment. In addition, linguocynicisms contribute to the spread of aggressive language norms, which can be transferred to real life. In the context of the Internet, ecolinguistics allows us to understand how linguocynicisms affect the ecosystem of digital communication (Matsko et al., 2015, p. 56).

Ecolinguistics can help to overcome linguocynicisms. One of the effective ways to reduce linguocynicisms is content moderation and the use of algorithms that filter negative statements. Moderators can remove offensive content, and algorithms can block its distribution. However, it is important to maintain a balance to not violate freedom of speech. Educating users about the ethics of online communication and improving their media literacy can contribute to reducing the level of linguocynicisms. This includes learning to recognize and respond to negative content, as well as developing critical thinking. Providing psychological support to victims of online linguocynicisms and creating platforms for safe communication can help reduce the negative impact of linguocynicisms on users. This may include counselling with psychologists and setting up support groups.

Some social media platforms, such as Facebook and Twitter, have already implemented algorithms and moderation to overcome linguocynicisms. For example, Facebook uses artificial intelligence to detect and remove offensive comments, and Twitter has implemented a «reply hide» feature that allows users to hide negative comments. Public organizations are also actively working to reduce the level of linguocynicisms on the Internet. For example, media literacy projects, such as Media Literacy Now, provide educational materials and resources for users of all ages. The academic research focusing on the nature of linguocynicisms and their impact also contributes to the development of the effective strategies to combat them. Such studies help to understand better the mechanisms of the emergence of linguocynicisms and their impact on society (Voitsehivska, 2014, p. 27).

Internet communication is constantly evolving, and new forms of linguocynicisms

may emerge in response to changes in technology and social norms. Therefore, it is important to continue studying these phenomena in order to be ready for new challenges. Further research into the effectiveness of various media literacy education programs may help to develop more effective approaches to preventing linguocynicisms. This may include analyzing best practices and developing new teaching methods. Interdisciplinary research combining ecolinguistics, psychology, sociology and other sciences can provide a more comprehensive understanding of linguocynicisms and their impact on society. Such approaches allow us to take into account various aspects of the problem and develop more holistic strategies for solving it (Shkvorchenko, 2019, p. 64).

### **Research conclusions and prospects for further research in this area.**

The study of linguocynicisms within the Internet discourse from the standpoint of ecolinguistics at the intersection of many humanities is intended to draw attention to an extremely dangerous phenomenon of modern communication that encroaches not only on language culture, but also on the consciousness of Internet users. The absence of any ethical restrictions within Internet communication causes a widespread expression of cynicism in the speech of Internet users. Linguocynicisms in Internet discourse can be expressed directly – through the lexical meaning of a word or statement, or indirectly – through a context, micro-context or allusion to an ethically inappropriate situation. The majority of linguocynicisms in Internet discourse are based on discrimination based on gender, age, ethnic or national origin, religious beliefs within the micro context.

The prospect of further research is a detailed analysis of the contextual interaction of all language units that create situations of expression of cynicism in language. An ecolinguistic approach to the study of Internet linguocynicisms allows for a deeper understanding of the nature and impact of negative language manifestations in the digital environment. By analyzing the causes and consequences of linguocynicisms, it is possible to develop effective strategies to reduce their negative impact and create a healthier language environment on the Internet. A successful fight against linguocynicisms requires a comprehensive approach, which includes content moderation, user education, providing psychological support and conducting interdisciplinary research. A significant improvement of the language ecology on the Internet can only be achieved if the efforts of various sectors of society are combined.

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